

METHODS AND APPARATUS FOR PRESENTING OFFERS TO QUALIFIED CONSUMERS

Abstract of Disclosure

A system which allows identification of a consumer as belonging to a designated category and makes special offers available to consumers who are members of the designated category is described. The system comprises a database of offers accessible through connection by consumer operated computers upon authentication of consumer registration, an offer presentation module for controlling access to the database of offers and a consumer registration module allowing registration of a consumer for access to the database of offers. The consumer registration module allows registration of a consumer upon submission of identifying information provided to the consumer by a party who has identified the consumer as belonging to a designated category and used to identify the consumer as belonging to the designated category.

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Figures

Figure 1: A vertical strip of text, likely a page number or identifier, located on the left side of the page.